

April 5, 2005
Issue 04

Castro Valley LeTip



"A Professional Networking Organization "

Absence Hotline
510-867-9908

LeTip Creed

LeTip is a professional organization of men and women dedicated to the highest standards of competence and service. Our purpose is the exchange of business tips. Members, will at all times, maintain the highest professional integrity. Each business category is represented by one member and conflicts of interest are disallowed.

Special Announcements:

Quarterly fees of \$130 due TODAY!

\$10 late fee each week overdue.

Fines:

- No Guest.....1.00
- No Badge.....1.00
- No Lapel Pin1.00
- Missed Unknown Greeter.....1.00
- Unexcused Absence.....1.00
- Late Greeter.....1.00
- Late to Meeting.....1.00
- No Tip1.00
- Phone/Pager.....20.00
- No Show at Social.....10.00
- Speaker No Show.....10.00

Late Dues 10.00 (Per week)

Tip Report

Top Tippers: YTD

Bill Adams 50
Peter Liebowitz:..... 41

Top Receiver: Monthly

Bill Adams 55

Values

Received..... \$111,933.17

Membership Statistics – 3/29/05

Members 29
Guests..... 2

Lucky Devil.....

Jaydene Gardner for Josh Barrett

Officers

President Bill Mulgrew
Vice PresidentBill Adams
Treasurer.....Rich Camillieri
Secretary..... TBA
Membership..... TBA
Tip MasterEarl Cory

Contributing Members

Program Director Brenda Junginger
Social DirectorJohn Feeney
Inspector.....Craig Conley
MentorCraig Conley
Sergeant at ArmsJenny Lassalle
Ethics..... Sara Ennor
Newsletter.....Rich Camillieri

LeTip News & Information

"Changing of the Guard"

Our new board of directors has been voted in, and will be taking over as of April 5, 2005. Please give a nice welcome to the new board, and a special thanks to the exiting board for their commitment to the group, and the efforts in making it better.

Last Week's Presentation

Dan DeValle of the PennySaver explained, during his presentation, that advertising is a great way to call public attention to our business and services. It is also a great way to help increase sales and revenues!

To successfully advertise, Dan says, "KISS", or as some like to say, "Keep It Simple Stupid." An ad should impact a reader with a good headline. Next an advertisement should have a credibility statement, and finally, an offer. After all, when people are looking for a product or service they want to know, "What's in it for me?"

By utilizing the Penny Saver

magazine, there is potential to reach over 100,000 homes and business in the surrounding areas. In addition to high circulation, the Penny Saver *could* save YOU some pennies! Shop "the other guys"; then see Dan DeValle the groups advertising specialist for a real price comparison.

If there is anyone that knows people interested in advertising, or placing an ad in the classifieds; a tip can be passed to Dan DeValle by calling 510-476-1358, or e-tip at www.cvletip.com.

Board of Directors meeting

The board of directors meeting is held the last Thursday of the month at 7:00 am; in Bakers Square/CV Village. All members are encouraged to attend to make comments, or to just observe. The last board meetings attendance included: Jack Wilcox, Craig Conley, Bill Adams, Gary Zoffada, Ryan Lema, Earl Cory, Bill Mulgrew, Brenda Junginger, Pete Liebowitz and Rich Camillieri. Thank you for your participation!

Welcome to our Guests!